

52.0000  
-1.0078%

BELLWAY 2534.00 +0.88%

BERKELEY GRP 3412.0000  
+1.0077%

BOVIS HOMES GROUP 1040.00 +1.37%

## Pocket purchases largest land deal yet

6 October 2015 | By [Hannah Brenton](#)

Affordable housing developer Pocket has secured its largest land deal yet, in Chiswick, west London.



The bite-sized flat developer has purchased a site on Bollo Lane to deliver a £40m development of 100 affordable homes for middle-income Londoners.

The site has been purchased from a private land owner and is a convenient five minute walk from Chiswick Park Station.

Pocket will convert the warehouse on the site into a mixed use development of affordable housing and office floor space.

The homes will be sold to middle income Londoners for at least a 20% discount to the local market.

This is Pocket's fourth site in Ealing and will help the borough deliver 9% of their annual housing target.

Pocket aims to submit plans for the development to the council in 2016. Multi-award winning PRP architects have been instructed to act on behalf of Pocket.

Nick Cuff, land director at Pocket, said: "We are incredibly excited to be building again in Ealing. The local council's commitment to affordable housing is commendable. Chiswick is a vibrant area where city makers want to live. We think our site on Bollo Lane will be very popular and we look forward to delivering even more affordable Pocket homes in this sought after area."

Follow @pwnews

49.4K followers

Log In

G+1

0